

Digital Transformation

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Digital Transformation Definition

Digital transformation is the integration of digital technology into all areas of a business,

fundamentally changing how you operate and deliver value to your customers.

It is also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfort with failure.

Digital Transformation: Embracing a Digital Future

- *Leader dan Innovator dalam industri & standard.*
- *Manfaatkan teknologi dalam seluruh proses dan pekerjaan yang dilakukan.*
- *Secara kultur perusahaan, diperlukan melakukan transformasi organisasi menjadi “digital organization”, dan dimulai dengan membuat perencanaan yang baik dan tepat.*
- *Memastikan komunikasi mengenai Digital Transformasi akan dimengerti oleh pelanggan, dan turut merubah nilai (value) yang diharapkan oleh pelanggan dalam setiap pekerjaan.*

Digital Transformation: Embracing a Digital Future

Suatu perusahaan dapat mengambil peran yang penting dalam revolusi industri berikutnya, maka perusahaan tsb harus bertransformasi penuh secara digital.

- Secara budaya, perusahaan itu harus melakukan dan berpikir secara digital*
- Seluruh fasilitas kerja harus dipersiapkan untuk menghadapi kondisi digitalisasi*
- Secara organisasi, perusahaan tsb diharapkan untuk melakukan empowerment yang tepat, sehingga customer experience yang bagus dapat dibagikan (share) keseluruhan stakeholder.*

Six Stages of Digital Transformation Journey



BUSINESS AS USUAL
Organizations operate with a familiar legacy perspective of customers, processes, metrics, business models & technology, believing that it remains the solution to digital relevance



PRESENT & ACTIVE
Pockets of experimentation are driving digital literacy and creativity throughout the organization while aiming to improve and amplify specific touchpoints and processes



FORMALIZED
Experimentation becomes international while executing at more promising and capable levels. Initiatives become bolder and, as a result, change agents seek executive support for new resources and technology



STRATEGIC
Individual groups recognize the strength in collaboration as their research, work, and share insights contribute to new strategic roadmaps that plan digital transformation ownership, effort and investments



CONVERGED
A dedicated digital transformation team forms to guide strategy and operations based on business and customer centric goals. The new infrastructure of the organization takes shape as rides, expertise, models, processes, and systems to support transformation are solidified



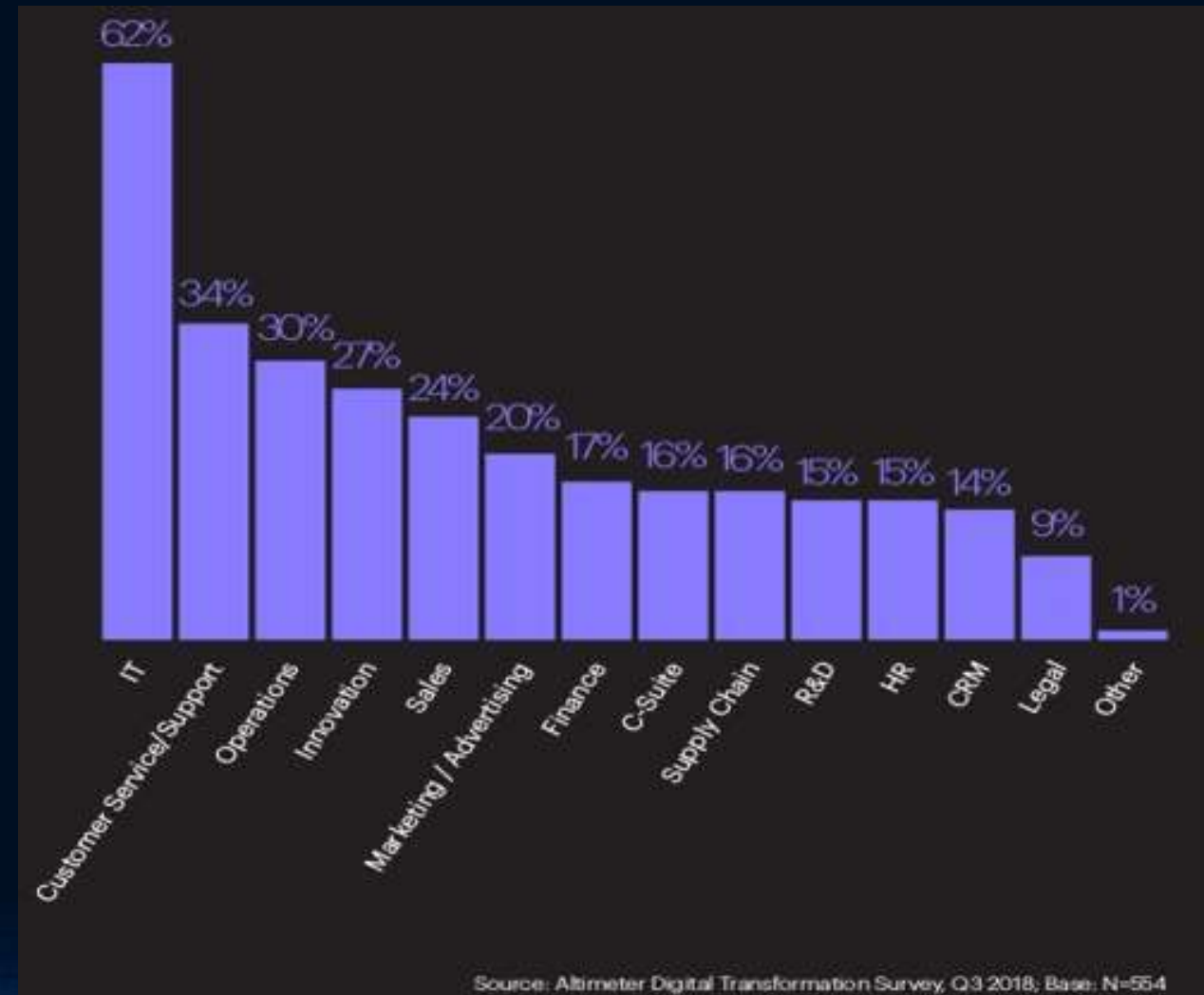
INNOVATIVE & ADAPTIVE
Digital Transformation becomes a way of business as executives and strategists recognize that change is constant. A new ecosystem is established to identify and act upon technology and market trends in pilot and eventually scale.

Areas of Focus in Digital Transformation

DIGITAL TRANSFORMATION IS EXTENDING WELL BEYOND ITS ROOTS TO RESHAPE BUSINESS HOLISTICALLY

Although Digital Transformation continues to be more prevalent within IT, globally, research shows that technology, operation and performance modernization is **pervasive throughout the organization**.

In fact, Digital Transformation is extending well beyond its roots to reshape businesses holistically. 85% of companies surveyed, reported that their digital transformation efforts **have expanded beyond IT into organization-wide initiatives**. This is promising as it means a significant number of companies are moving deeper into the six stages of Digital transformation.



Microsoft: Enabling Digital Transformation



ENGAGING CUSTOMERS

Give them new experiences they love



EMPOWERING EMPLOYEES

Reinvent productivity and enable a data-driven culture



OPTIMIZING OPERATIONS

Modernize portfolio, transform processes and skills



TRANSFORMING PRODUCTS

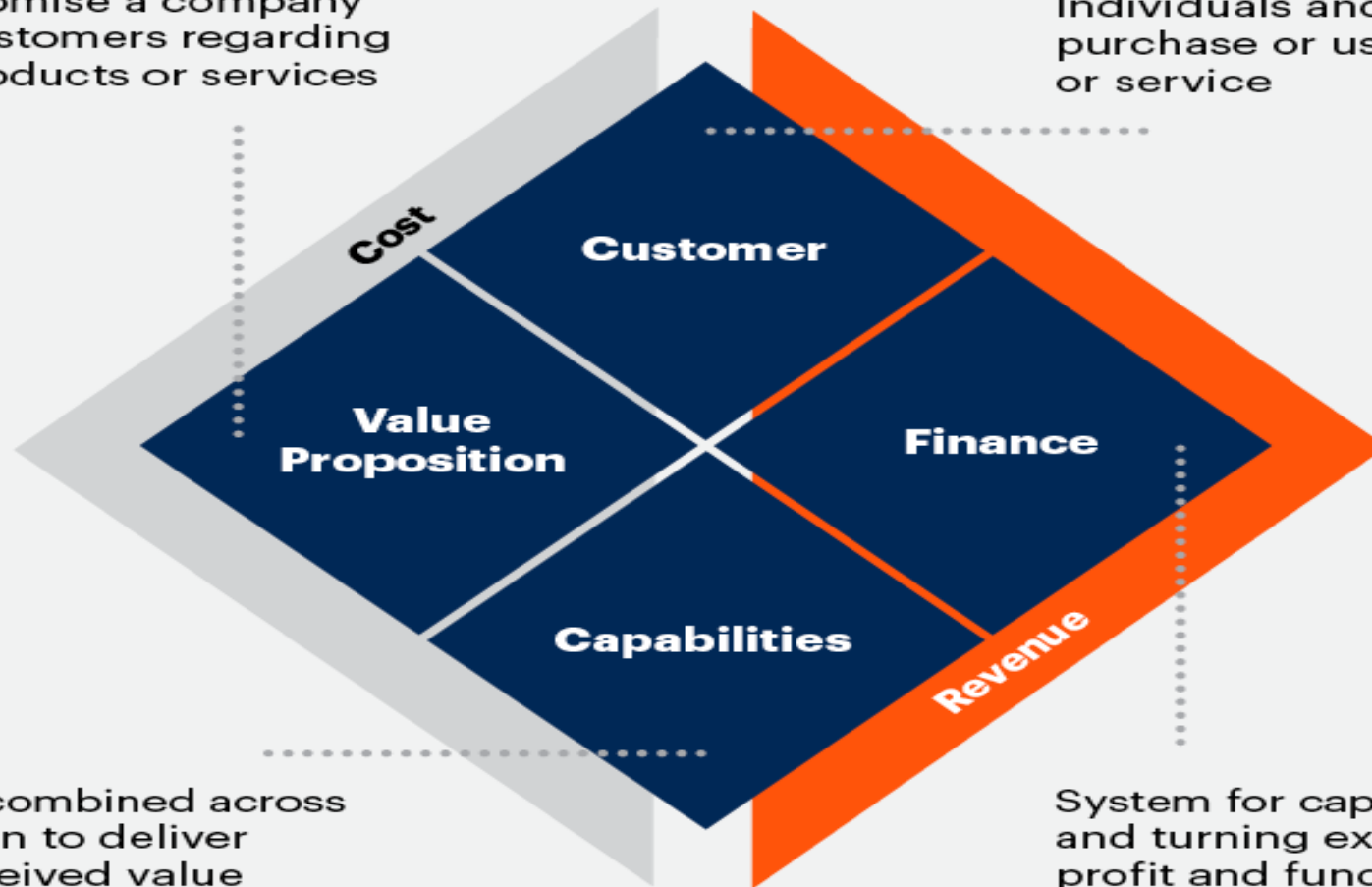
Innovate products and business models

- **One platform fueling experiences across devices**
- **Advanced analytics**
- **New, natural ways of interacting with customers**
- Innovations across hardware, **natural user interaction** and **intelligent agents**
- Experiences created **around people**
- **Enhancing human intelligence**
- **Mobility designed for the human experience**
- **Safety and security is a right for the many**
- **Real time operations** by connecting business assets
- **Adaptability to events** with integrated CRM and operations workflows
- **Continuous learning and predictive analytics** for intelligent service improvements
- **Preconfigured solutions for core IoT scenarios** that help uncover new business models and revenue streams
- **Cognitive understanding that makes apps "smarter"**
- **Intelligent agents** to interact wherever users are communicating

Components of the Business Model

The implied promise a company makes to its customers regarding the value of products or services

Individuals and segments that purchase or use your product or service



The resources combined across the organization to deliver customer-perceived value

System for capturing value and turning excess value into profit and funding that can be reinvested in the business

Source: Gartner

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Thank you

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